

**CITY OF SANTA FE, NEW MEXICO**

**RESOLUTION NO. 2017-\_\_**

**INTRODUCED BY:**

Mayor Javier M. Gonzales

**A RESOLUTION**

**DIRECTING THE CITY MANAGER TO IDENTIFY POTENTIAL FUNDING SOURCES TO SUPPORT THE WORK OF INDUSTRY STAKEHOLDERS TO DEVELOP THE “SANTA FE NETWORK.tv.”**

**WHEREAS**, film productions provide much needed and higher paying jobs, Gross Receipts Tax, and other revenue for the community; and

**WHEREAS**, film and television production provides unique visibility and promotion of the Santa Fe region to the world, and contributes significantly to the city’s tourism and related industries; and

**WHEREAS**, on January 16, 2016 the Governing Body approved Resolution No. 2016-7 establishing the Santa Fe Film Commission to explore the opportunities for using film and digital media as a sustainable economic engine for the city and county of Santa Fe; and

**WHEREAS**, on April 27, 2016 Resolution No. 2016-33 was adopted by the Governing Body which changed the name of the Commission to include digital media; and

**WHEREAS**, the Film and Digital Media Commission and its working groups have met

multiple times since its first meeting on April 5, 2016; and

**WHEREAS**, the Commission and its working groups have reviewed existing production activity, local resources, gaps in production infrastructure and have identified the need to support the development of locally created content, whether in film, television, games and other forms of new media; and

**WHEREAS**, opportunities exist to leverage significant private sector and foundation funding to promote these efforts,

**NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE** that the city manager is directed to identify economic development funds and arts and tourism related funds that can be used as local matching funds to support the Santa Fe Network.tv in Santa Fe. The network is proposed to have a web-based channel “The Santa Fe Channel” and the “Santa Fe Media Accelerator” a mentorship program which seeks to encourage, support and successfully generate original content by both established and aspiring content creators. The following objectives will shape the launch of the Santa Fe Network.tv:

- 1) To capitalize on both the global brand of Santa Fe and its past and current successes as a destination location for film and TV production;
- 2) To create a nexus of established brands and local producers, writers, directors, etc. whose brands and reputations may not yet be associated with Santa Fe and New Mexico;
- 3) To provide a viable distribution platform for TV, film and digital productions developed and produced in Santa Fe and New Mexico;
- 4) To support industry access for traditionally under-represented groups such as women, and Hispanic and Native American professionals;
- 5) To leverage opportunities for funding and other cooperative efforts with private sector and foundation partners.

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PASSED, APPROVED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

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JAVIER M. GONZALES, MAYOR

ATTEST:

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YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

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KELLEY A. BRENNAN, CITY ATTORNEY